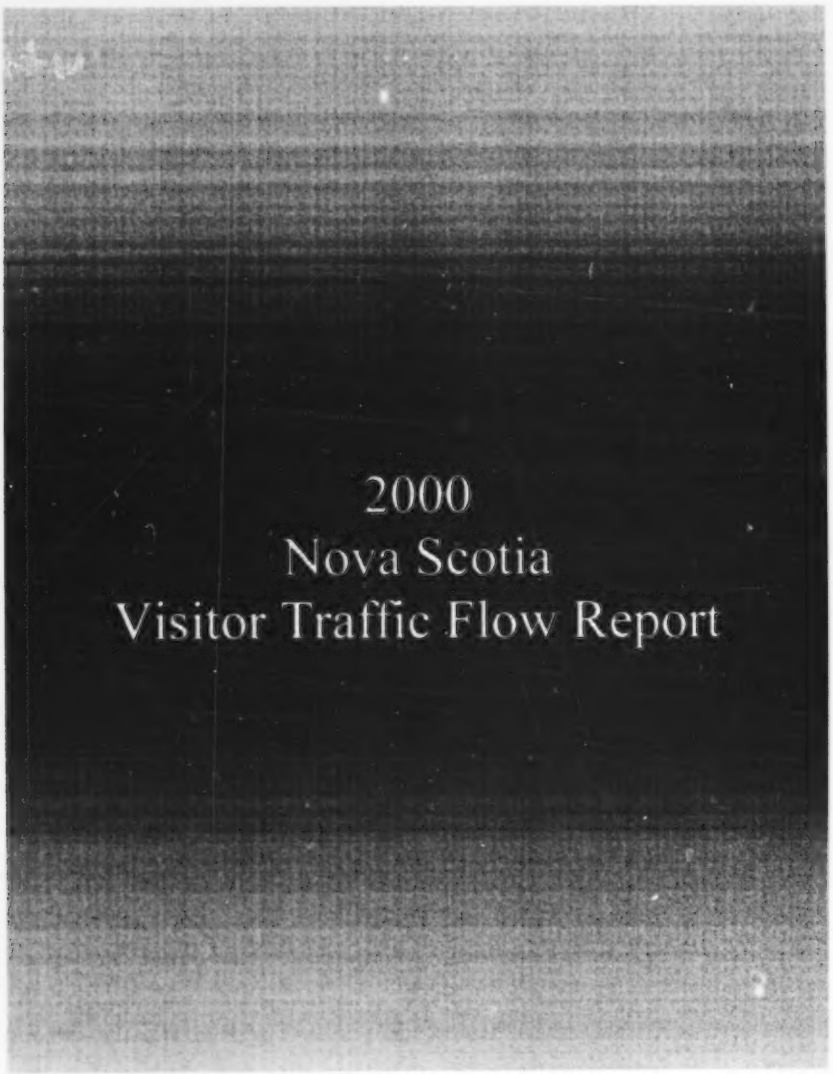
Tourism and Culture

Tourism Nova Scotia



NOVA SCOTIA

Tourism and Culture

2000 Nova Scotia Visitor Traffic Flow Report

Final Report

Prepared for:

Nova Scotia Department of Tourism & Culture

Prepared by:

Corporate Research Associates Inc.

February 2002

Table of Contents

106-0 5987 /

Page

Introduction 1

Definitions 2

Area Tourist Association Boundaries 4

Results 5

- General Observations 5
- Routes 5
- Tourism Area Associations 6

Study Methodology 10

Appendix:

- Appendix A: Traffic Flow Along Major Nova Scotia Routes
- Appendix B: Overall Community Traffic Flow
- Appendix C: Community Traffic Flow by Trip Purpose and Area Association

Introduction

This report presents the community and route-specific results of the **2000 Nova Scotia Visitor Exit Survey,** as prepared by Corporate Research Associates Inc., on behalf of the Nova Scotia Department of Tourism & Culture. The estimates presented in this report are based on a detailed analysis of routes traveled by non-resident visitors to the province during the months of June through November 2000. In particular, seven different indicators of tourism activity are provided for 76 Nova Scotia communities. In addition, frequency of travel is also provided for various highways and routes throughout the province.

While the 2000 Nova Scotia Visitor Exit Survey collected information on same-day and overnight visitors to the province, this report will focus exclusively on overnight visitors. Detailed route and community information was available for a total of 3,560 overnight visitors to the province who traveled between June 5 and November 30, 2000. Please note that all numbers are expressed rounded to the nearest one-hundred.

A similar analysis of traffic flow was conducted in 1992. It should be noted that, since that time, there have been a number of infrastructure changes in the region that have likely had a large impact on traffic flow in the various communities within Nova Scotia. Of primary importance, the 104 toll highway between Cobequid Pass and Amherst opened in 1997, and the Confederation Bridge opened in 1999 replacing the ferry service between Cape Tormentine, New Brunswick and Borden, Prince Edward Island. Both of these improvements made travel between central Nova Scotia and the other Maritime provinces significantly easier.

The following appendices are included at the end of the report.

Appendix A Traffic Flow Along Major Nova Scotia Routes
Appendix B Overall Community Traffic Flow
Appendix C Community Traffic Flow by Trip Purpose and Area Association

For further information on this study, please contact:

Research Section
Tourism Division
Nova Scotia Department of Tourism and Culture
World Trade and Convention Centre
1800 Argyle Street, 6th Floor
P.O. Box 456
Halifax, Nova Scotia
B3J 2R5

Telephone: (902) 424-6355

Definitions

Route Information

Drove Route Once — Represents the number of non-resident party trips that involved driving a specific route once.

Drove Route Twice — Represents the number of non-resident party trips that involved driving a specific route twice.

Drove Portion of Route — Represents the number of non-resident party trips that involved driving a portion of a specific route.

Total — Represents the total number of party trips that involved driving at least a portion of a specific route.

Community Information

Party Pass Throughs — Represents the number of non-resident party trips passing through or by a specific community without stopping.

Party Stops — Represents the number of non-resident party trips involving a stop of less than one-half hour in a specific community.

Party Visits — Represents the number of non-resident party trips involving a stop of one-half hour or more, but not overnight, in a specific community.

Overnight Party Trips — Represents the number of non-resident party trips involving a stop of one or more nights in a specific community.

Total Party Trips — Represents the sum of party pass throughs, party stops, party visits and overnight party trips for a specific community.

Parties — Represents the total number of unique, non-resident parties passing through, stopping, visiting or staying overnight in a specific community.

Party Nights — Represents the total number of nights stayed by non-resident parties in a specific community.

Capture Rate — Percent of total party trips through a community that involved a stop, a visit or an overnight stay.

Trip Purpose	Main reason for travelling to Nova Scotia.
Business	Includes work related trips such as meeting with clients or business colleagues, and attending conventions or conferences.
Pleasure	Includes touring, sightseeing, general recreation and attending special events or attractions.
VFR	Visiting friends and/or relatives.
Origin	Place of residence.

Area Tourist Association Boundaries

Antigonish-Eastern Shore Tourism Association	Antigonish County, Guysborough County, and the portion of Halifax County east of a line running from the mouth of the Little Salmon River at Cole Harbour to Gays River
Cape Breton Tourist Association	Cape Breton County, Inverness County, Richmond County, Victoria County
Central Nova Tourist Association	Colchester County, Cumberland County, East Hants
Evangeline Trail Tourism Association	Annapolis County, Digby County, Kings County, West Hants
Metro Halifax	Although HRM Tourism, Culture & Heritage encompasses the entire Halifax County, this report signifies Metro Halifax as that portion of Halifax county west of a line running from the mouth of the Little Salmon River at Cole Harbour to Gays River, including Halifax, Dartmouth, Bedford and Sackville.
Pictou County Tourist Association	Pictou County
South Shore Tourism Association	Lunenburg County, Queens County, Shelburne County
Yarmouth County Tourist Association	Yarmouth County

Results

The following presents the main findings from the **2000 Nova Scotia Visitor Traffic Flow Report**. Please note that the community information is organized based on Area Tourist Association boundaries. In addition, all numbers in the report have been rounded to the nearest 100.

General Observations

Traffic volumes varied widely both by region and by community. Consistent with results seen in previous years, traffic volumes were affected by communities' proximity to a 100 series highway, or whether a community was an access point for the province. Generally, traffic volumes were higher among 100 series highways, and for communities that are close to these highways. In addition, communities that are access points for Nova Scotia, such as Amherst and Yarmouth, tended to have higher traffic volumes. Communities that are passenger ferry access points for the province (Yarmouth, Digby, North Sydney) tended to record higher numbers of overnight visits and relatively high capture rates.

Routes

Generally, the 100 series highways received the bulk of traffic, with secondary highways receiving much lower levels of traffic, notable exceptions being the Cabot Trail and the Ceilidh Trail in Cape Breton.

Highway 102 between Truro and Halifax was the most frequently travelled route, with 519,500 parties travelling at least a portion of this route. Highway 104 between Amherst and Truro was the next most frequently travelled route (410,100 parties), not surprising given that visitors to Nova Scotia were most likely to enter the province through Amherst.

Highway 104 between Truro and Cape Breton was travelled by 277,400 parties. Other frequently travelled routes included Highway 103 (181,400 parties), Highway 101 between Halifax and Grand Pre (136,700 parties), and Highway 101 between Grand Pre and Yarmouth (148,800 parties). It should be noted that Highway 101 between Grand Pre and Yarmouth, and Highway 103 were the most likely of these 100 series highways to have parties travel only a portion of the route, rather than travelling the entire route.

Looking at the secondary highways on mainland Nova Scotia, the Marine Drive was travelled by 42,600 parties, with these visitors being most likely to travel only a portion of this route. Notably, the portion of this route that includes Isaac's Harbour, Canso and Guysborough was the least likely to be travelled. The Sunrise Trail was travelled by 23,600 parties, and similar to the Marine Drive, these parties were most likely to have travelled only a portion of the Sunrise Trail. The Cape George portion (eastern end) of the Sunrise Trail was less likely to be travelled compared to the western portion.

In Cape Breton, Highway 105 (186,800 parties) and the Cabot trail (109,400 parties) were the two most frequently travelled routes. The Ceilidh Trail was travelled by 73,600 parties. For these three routes,

parties were most likely to have travelled the entire route. The Bras d'Or Lakes Drive (48,800 parties) and the Fleur-de-lis Trail (20,300 parties) were less likely to be travelled by parties visiting Cape Breton Island.

Tourism Area Associations

Central Nova

Not surprisingly, this region was the most travelled portion of the province, reflecting Amherst's importance as an access point to Nova Scotia. The Central Nova area also includes the route that leads to Halifax, the most visited community in Nova Scotia. In addition, communities in this region are gateways to the Annapolis Valley area of the province. Communities along Highway 104, Highway 102 and the portion of Highway 101 covered by this area received the highest volumes of visitor traffic. For example, Truro, located at the key highway 102/104 interchange, had a total party trip volume of 959,300, with 517,500 parties having made contact with this community.

It should be noted, however, that the capture rates for communities in Central Nova were quite low, with the exception of communities where parties made the decision to leave the 100 series highways and visit communities that are located on secondary highways. Capture rates for communities along the 100 series highways ranged from a low of 1 percent for Oxford to a high of 15 percent for Truro.

Communities located on secondary highways had much higher capture rates, albeit much lower levels of visitor traffic. The four highest capture rates in Central Nova were: Parrsboro (59 percent, 17,600 party trips); Springhill (49 percent, 17,500 party trips); Advocate Harbour (46 percent, 7,800 party trips); and Joggins (41 percent, 6,200 party trips).

Looking at party visits, Truro recorded the highest number of visits (51,500 party visits), followed by Stewiacke (15,600 party visits) and Amherst (12,800 party visits). Truro also recorded the highest number of overnight trips in the Central Nova area, with 40,000 parties spending a total of 68,400 nights in this community. A total of 10,200 parties spent 16,500 nights in Amherst.

Metro Halifax

Reflecting its importance as the largest city in Atlantic Canada, Metro Halifax recorded the highest number of overnight trips of any community in Nova Scotia. Visitors to Halifax were most likely to stay at least one night (80 percent). A total of 409,700 parties stayed at least one night in Metro Halifax, spending 1,556,900 nights in the area (an average of 3.8 nights per party). Metro Halifax recorded a high capture rate of 68 percent. Peggy's Cove recorded 108,500 party visits, and a very high capture rate of 93 percent.

Evangeline Trail

Communities located along the more central portion of Highway 101 tended to have the highest traffic volumes, with decreases in traffic volume seen among more western communities. In addition, traffic

volumes for communities located on secondary highways (Blomidon, Brier Island, Kejimkujik National Park) were considerably lower than those seen for communities located along Highway 101.

Please note that for Kejimkujik National Park, only party stops, visits and overnight trips were recorded (there were no pass throughs). As a result, the capture rate for this community was 100 percent.

Traffic along the Evangeline Trail ranged from 18,400 party trips in Brier Island to a high of 205,400 party trips in Windsor. In this area of the province, Annapolis Royal (30,800 party visits), Digby (23,700 party visits), Wolfville (23,600 party visits) and Grand Pre (22,700 party visits) were the most visited communities. Looking at overnight party trips, Digby, a passenger ferry access community (27,800 party overnights, 57,500 party nights) and Wolfville (25,300 party overnights, 58,200 party nights) were most likely to have parties stay overnight. These were followed by Annapolis Royal (17,000 party overnights, 35,100 party nights) and Kentville (15,900 party overnights, 63,300 party nights).

Looking at capture rates, communities that visitors left Highway 101 to visit on secondary highways recorded the highest capture rates, with Blomidon and Brier Island each recording a capture rate of 91 percent. In addition, Digby (50 percent), and Annapolis Royal (40 percent) recorded high capture rates.

South Shore

Those communities in closest proximity to Metro Halifax received the highest volumes of visitor traffic along the South Shore area of Nova Scotia, with Chester (261,200 party trips) and Mahone Bay (260,500 party trips) being the two highest traffic communities. Generally, traffic volumes declined as one moved south-east towards Yarmouth. Communities located close to Highway 103 tended to have higher traffic volumes compared to communities located on secondary highways, with the exception of Lunenburg, which recorded significant traffic volume.

Lunenburg recorded the highest number of visits (60,200 party visits), followed by Mahone Bay (42,100 party visits). Lunenburg (29,600 party overnights, 67,300 party nights), Bridgewater (15,000 party overnights, 82,800 party nights), Liverpool (13,700 party overnights, 49,600 party nights) and Chester (12,300 party overnights, 60,500 party nights) received the highest volumes of overnight visitors.

Capture rates for communities located on Highway 103 tended to be lower compared to communities located on secondary highways. For example, Lunenburg had a capture rate of 93 percent, while La Have recorded a capture rate of 48 percent.

Yarmouth

With a total of 100,900 party trips, Yarmouth, a passenger ferry access community, received a high number of overnight parties (38,000 party overnights, 182,900 party nights), a reflection of the traffic

generated by ferry services from Portland and Bar Harbor to Yarmouth. In addition, Yarmouth recorded a high capture rate of 52%.

Pictou County

Three communities fall under the jurisdiction of Pictou County – Caribou, Pictou and New Glasgow. As New Glasgow lies on the main route to Cape Breton, it recorded very high traffic volumes, with 441,700 party trips made by 247,100 visitors. The majority of these were pass throughs, however, with a capture rate of 12 percent. Pictou and New Glasgow received similar volumes of party visits (19,600 and 19,300 party visits respectively), while New Glasgow recorded the highest number of overnight party trips (21,500 party overnights, 47,600 party nights). Pictou achieved the highest capture rate of 35 percent.

The volume of traffic passing through Caribou was relatively low, a reflection of the diversion of ferry traffic to the Confederation Bridge. A total of 84,800 parties made contact with Caribou, although the vast majority of parties simply passed through this community (capture rate of 4 percent).

Antigonish-Eastern Shore

Antigonish was the highest traffic community in the Antigonish-Eastern Shore area, with a total of 428,400 party trips made by 235,200 parties. Antigonish is also the only community in this area that is located on a 100 series highway, with all other communities located on secondary highways. With a capture rate of 21 percent, Antigonish received the highest number of party visits (24,900 party visits), and the highest number of overnight visits (29,900 party overnights, 54,200 party nights). Cape George is located on the Sunrise Trail, and received 7,600 party trips, with 2,200 parties visiting this community.

Looking at communities located along the Marine Drive, communities west of Isaac's Harbour received similar or higher party trips compared to Isaac's Harbour, Canso or Guysborough. Visitors had a tendency to take the north/south route from Sherbrooke to Antigonish rather than continuing along the eastern-most part of the Marine Drive route. Of the Marine Drive communities, Sherbrooke (9,700 party visits) received the highest number of visits, followed by Musquodoboit Harbour (5,600 party visits). Musquodoboit Harbour (4,200 party overnights, 18,800 party nights) received the highest number of overnight visits, followed by Liscombe (4,100 party overnights, 6,200 party nights), Sheet Harbour (3,700 party overnights, 9,200 party nights) and Sherbrooke (3,500 party overnights, 4,400 total overnights).

Cape Breton

Consistent with the route data that illustrated the majority of visitor traffic travelled along Highway 105, the Cabot Trail or the Ceilidh Trail, communities located along these routes received the highest traffic volumes. Port Hastings, the community located closest to the Canso Causeway (the access community for Cape Breton Island from the mainland) received the highest traffic volume (430,500 party trips), followed by Baddeck (294,400 party trips), Wycocomagh (284,800 party trips) and North Sydney, a ferry access community from Newfoundland (254,500 party trips).

Looking at communities located on highways other than Highway 105, the highest traffic volumes were recorded for the Margaree area (124,200 party trips), Cheticamp (112,200 party trips), Ingonish (96,400 party trips) and Cape North (96,200 party trips).

Louisbourg recorded the highest number of visits (35,300 party visits), followed by Baddeck (31,600 party visits) and Cheticamp (24,400 party visits). Baddeck had the highest number of overnight visits (53,000 party overnights, 116,400 party nights), followed by Sydney (44,100 party overnights, 179,100 party nights), North Sydney (43,000 party overnights, 203,300 party nights) and Cheticamp (33,800 party overnights, 80,100 party nights).

Looking at capture rates, communities which required visitors to travel on more secondary highways had the highest capture rates, with Louisbourg (93 percent capture rate) and Glace Bay (81 percent capture rate) recording the highest capture rates. Iona (6 percent capture rate), New Waterford (67 percent capture rate), Cheticamp (65 percent capture rate), and Ingonish (51 percent capture rate) also had high capture rates.

Study Methodology

The **2000 Nova Scotia Tourism Visitor Exit Survey** utilized personal interviews with visitor parties that were exiting the province at the following access points:

- Highway 104 Amherst bound
- Yarmouth
- North Sydney
- Caribou
- Digby
- Halifax International Airport

The sample frame was defined as all non-resident visitors to Nova Scotia exiting the province by means of air, automobile or recreational vehicle. The sample did not include those who were leaving the province via motor coach or cruise ship visitors. Visitors who may have entered the province by motor coach or cruise ship, but left via air or in a privately owned motor vehicle were included in the sample.

While the survey collected information from same-day visitors to Nova Scotia, only those who stayed at least one night in the province are included in this report.

Weighting

Detailed route information was available from a total of 3,560 interviews completed with visitors who stayed at least one night in the province. Traffic flow data were weighted to reflect the population of visitors entering the province between June and November 2000, as well as visitors' origin of residence, mode of travel, season and access point.

2000 Nova Scotia Visitor Traffic Flow Report

Appendix A - Traffic Flow Along Major Nova Scotia Routes

ROUTE	Drove Route Once	Drove Route Twice	Drove Portion of Route (#)	Drove Portion of Route (%)	Total
Evangeline Trail					
Highway 101 - Grand Pre to Yarmouth	38,800	7,700	102,200	69%	**148,800**
Highway 101 - Halifax to Grand Pre	54,800	52,600	29,300	21%	**136,700**
South Shore					
Highway 103 - Halifax to Yarmouth (Lighthouse Route)	54,300	8,700	118,400	65%	**181,400**
Central Nova					
Highway 102 - Halifax to Truro	82,800	301,800	134,900	26%	**519,500**
Highway 104 - Amherst to Truro	88,800	308,100	13,100	3%	**410,100**
Antigonish-Eastern Shore					
Highway 7/16 - Halifax to Guysborough (Marine Drive)	13,800	1,100	27,700	65%	**42,600**
Pictou County					
Highway 6/245/337 - Amherst to Cape George (Sunrise Trail)	1,700	0	22,000	93%	**23,600**
Highway 104 - Truro to Cape Breton	37,500	190,600	49,400	18%	**277,400**
Cape Breton					
Highway 105 - Port Hastings to Sydney	74,100	96,300	16,400	9%	**186,800**
Highway 4 - Port Hawkesbury to Sydney (Bras d'Or Lakes Drive)	36,100	7,900	4,800	10%	**48,800**
Highway 19 - Port Hastings to Margaree (Ceilidh Trail)	58,600	10,900	4,100	6%	**73,600**
Cabot Trail	90,600	100	18,700	17%	**109,400**
Highway 247/327 - St. Peters to Sydney (Fleur-de-lis Trail)	15,100	1,300	3,900	19%	**20,300**

2000 Nova Scotia Visitor Traffic Flow Report

Appendix B - Overall Community Traffic Flow

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
CENTRAL NOVA								
ADVOCATE HARBOUR	4,200	900	1,600	1,200	**7,800**	7,600	1,500	46%
AMHERST	701,700	8,800	12,800	10,200	**733,500**	420,200	16,500	4%
BROOKFIELD	728,300	3,000	4,700	4,700	**740,700**	412,100	9,100	2%
FIVE ISLANDS	14,700	900	2,400	2,400	**20,300**	17,500	2,900	27%
JOGGINS	3,700	600	1,900	0	**6,200**	6,200	0	41%
NOEL	20,800	700	300	1,000	**22,900**	20,000	3,000	9%
OXFORD	704,800	2,100	4,500	900	**712,400**	403,400	5,500	1%
PARRSBORO	7,100	1,200	6,200	3,100	**17,600**	16,400	4,800	59%
PUGWASH	22,800	1,400	3,900	2,700	**30,900**	27,500	9,500	26%
SPRINGHILL	8,900	1,200	6,200	1,200	**17,500**	16,500	2,900	49%
STEWIACKE	690,100	15,300	15,600	5,400	**726,400**	406,700	18,800	5%
TATAMAGOUCHE	25,200	2,400	3,300	2,300	**33,200**	28,800	8,100	24%
TIDNISH	8,900	100	0	300	**9,300**	8,500	500	5%
TRURO	819,200	48,500	51,500	40,000	**959,300**	517,500	68,400	15%
HIGHWAY 102/104 INT.	704,300	0	0	0	**704,300**	392,100	0	0%
METRO HALIFAX								
HFX-DART-BED-SACK	210,300	5,400	32,200	409,700	**657,600**	510,800	1,556,900	68%
PEGGY'S COVE	9,500	9,200	108,500	7,900	**135,100**	134,300	16,200	93%
EVANGELINE TRAIL								
ANNAPOLIS ROYAL	78,500	4,600	30,800	17,000	**130,900**	103,300	35,100	40%
BERWICK	127,200	3,000	3,500	8,500	**142,300**	108,400	27,800	11%
BLOMIDON	2,100	3,300	15,400	3,500	**24,300**	24,300	8,400	91%
BRIDGETOWN	110,000	3,100	5,700	6,100	**124,900**	97,000	22,500	12%
BRIER ISLAND	1,700	1,300	13,000	2,400	**18,400**	18,100	5,100	91%
DIGBY	57,600	5,200	23,700	27,800	**114,300**	94,200	57,500	50%
GRAND PRE	174,500	2,300	22,700	4,700	**204,200**	139,700	14,400	15%
HANTSPORT	194,300	1,700	2,600	1,500	**200,100**	134,100	3,200	3%
KEJIMKUJIK NAT. PARK	0	400	4,600	2,000	**7,000**	7,000	4,100	100%
KENTVILLE	129,200	7,700	12,100	15,900	**165,000**	123,100	63,300	22%
MIDDLETON	116,200	2,900	8,000	8,800	**135,800**	104,400	39,300	14%
MOUNT UNIACKE	162,200	400	900	2,800	**166,200**	113,500	10,800	2%
WEYMOUTH	46,600	1,900	7,100	3,100	**58,800**	51,700	26,700	21%
WINDSOR	181,800	6,700	10,000	6,800	**205,400**	140,100	50,100	11%
WOLFVILLE	138,200	4,800	23,600	25,300	**191,900**	139,100	58,200	28%
SOUTH SHORE								
BRIDGEWATER	102,700	4,700	15,400	15,000	**137,900**	113,900	82,800	26%
CALEDONIA	22,400	1,000	800	400	**24,500**	21,800	1,200	9%
CHESTER	218,100	9,000	21,800	12,300	**261,200**	176,800	60,500	16%
LA HAVE	11,600	2,300	7,200	1,100	**22,100**	21,200	17,200	48%
LIVERPOOL	70,500	6,100	15,000	13,800	**105,400**	91,100	49,600	33%
LUNENBURG	7,600	6,900	60,200	29,600	**104,300**	103,500	67,300	93%
MAHONE BAY	198,800	9,900	42,100	9,800	**260,500**	166,000	22,300	24%
NEW GERMANY	7,400	900	2,100	900	**11,300**	10,400	11,600	34%
NEW ROSS	12,100	0	4,300	2,100	**18,500**	15,300	8,700	35%
SHELBURNE	51,000	6,100	9,800	10,100	**77,000**	69,000	35,600	34%
YARMOUTH								
YARMOUTH	48,500	1,800	12,600	38,000	**100,900**	80,500	182,900	52%

2000 Nova Scotia Visitor Traffic Flow Report

Appendix B - Overall Community Traffic Flow

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
PICTOU COUNTY								
CARIBOU	90,700	1,500	900	1,200	**94,300**	84,800	2,900	4%
PICTOU	77,100	3,200	19,600	18,000	**117,900**	106,600	36,900	35%
NEW GLASGOW	387,200	13,700	19,300	21,500	**441,700**	247,100	47,600	12%
ANTIGONISH-EASTERN SHORE								
ANTIGONISH	338,800	34,800	24,900	29,900	**428,400**	235,200	54,200	21%
CANSO	9,000	600	2,900	1,700	**14,200**	12,900	26,500	36%
CAPE GEORGE	3,700	800	2,200	1,000	**7,600**	7,600	6,100	52%
GUYSBOROUGH	17,400	1,300	1,600	1,800	**22,000**	19,800	3,900	21%
ISAAC'S HARBOUR	17,100	400	1,800	2,900	**22,200**	19,800	67,500	23%
LISCOMBE	26,400	1,400	1,100	4,100	**33,100**	30,600	6,200	20%
MIDDLE MUSQUODOBOIT	1,000	0	2,300	1,600	**5,000**	5,000	4,200	80%
MUSQ. HARBOUR	30,400	2,100	5,600	4,200	**42,300**	38,800	18,800	28%
SHEET HARBOUR	25,200	3,400	3,100	3,700	**35,400**	32,400	9,200	29%
SHERBROOKE	20,300	1,100	9,700	3,500	**34,600**	31,400	4,400	41%
CAPE BRETON								
BADDECK	201,300	8,500	31,600	53,000	**294,400**	193,300	116,400	32%
BIG POND	37,800	4,100	6,200	1,900	**50,000**	42,400	5,000	24%
CAPE NORTH	67,500	12,400	6,100	10,200	**96,200**	94,100	115,500	30%
CHETICAMP	39,300	14,700	24,400	33,800	**112,200**	105,800	80,100	65%
FOURCHU	16,100	1,300	600	0	**17,900**	16,600	0	10%
GLACE BAY	4,600	1,300	10,700	7,300	**23,900**	23,800	60,700	81%
INGONISH	47,400	16,900	14,500	17,700	**96,400**	95,700	32,200	51%
INVERNESS	62,500	6,000	9,500	3,100	**81,100**	71,900	7,700	23%
IONA	3,900	500	3,700	4,600	**12,700**	12,100	28,600	69%
LOUISBOURG	4,300	3,800	35,300	15,200	**58,600**	58,300	29,300	93%
MABOU	62,900	7,400	6,700	6,000	**82,900**	73,800	62,700	24%
MARGAREE AREA	92,900	11,800	9,400	10,100	**124,200**	108,900	27,500	25%
NEW WATERFORD	2,800	300	2,300	3,000	**8,400**	8,300	21,500	67%
NORTH SYDNEY	197,400	2,300	11,800	43,000	**254,500**	164,600	203,300	22%
POINT MICHAUD	16,300	1,000	1,800	400	**19,500**	18,000	700	17%
PORT HASTINGS	379,800	18,700	18,300	13,600	**430,500**	223,200	22,200	12%
PORT HAWKESBURY	59,400	4,300	5,800	11,100	**80,500**	66,100	31,900	26%
ST. PETERS	51,800	2,300	4,600	10,000	**68,800**	59,800	50,200	25%
SYDNEY	109,900	900	9,300	44,100	**164,200**	113,100	179,100	33%
WYCOCOMAGH	268,100	4,500	7,000	5,200	**284,800**	179,900	12,200	6%

2000 Nova Scotia Visitor Traffic Flow Report

Appendix C - Community Traffic Flow by Trip Purpose and Area Association

CENTRAL NOVA

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
ADVOCATE HARBOUR								
Trip purpose								
Pleasure	3,600	200	1,200	600	5,500	5,400	800	36%
VFR	500	400	300	600	1,800	1,800	700	72%
Other	100	300	0	0	500	400	0	73%
Region of origin								
Atlantic Canada	900	0	100	0	1,000	1,000	0	7%
Other Canada	1,300	600	500	300	2,700	2,700	400	52%
International	2,000	300	1,000	800	4,100	3,900	1,100	52%
Overall	**4,200**	**900**	**1,600**	**1,200**	**7,800**	**7,600**	**1,500**	**46%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
AMHERST								
Trip purpose								
Business	71,200	400	0	600	72,100	39,500	900	1%
Pleasure	172,600	3,200	6,300	3,900	186,000	119,700	4,500	7%
VFR	316,100	2,900	5,900	4,100	329,200	181,700	9,300	4%
Other	140,800	2,000	500	1,500	144,800	78,400	1,700	3%
Region of origin								
Atlantic Canada	428,100	3,300	2,100	1,000	434,500	228,100	1,100	1%
Other Canada	190,700	3,700	7,600	6,100	208,100	129,000	11,800	8%
International	82,900	1,800	3,100	3,100	90,900	63,100	3,700	9%
Overall	**701,700**	**8,800**	**12,800**	**10,200**	**733,500**	**420,200**	**16,500**	**4%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
BROOKFIELD								
Trip purpose								
Business	80,700	0	0	0	80,800	43,600	0	0%
Pleasure	221,000	300	1,200	1,800	224,300	138,400	3,100	1%
VFR	313,400	2,600	2,600	3,000	321,600	169,000	5,900	3%
Other	111,700	100	900	0	112,700	60,300	0	1%
Region of origin								
Atlantic Canada	393,900	2,700	2,400	1,500	400,600	206,400	2,400	2%
Other Canada	222,000	100	2,000	1,700	225,900	131,000	4,200	2%
International	112,300	200	300	1,500	114,300	74,700	2,500	2%
Overall	**728,300**	**3,000**	**4,700**	**4,700**	**740,700**	**412,100**	**9,100**	**2%**

2000 Nova Scotia Visitor Traffic Flow Report

Appendix C - Community Traffic Flow by Trip Purpose and Area Association

CENTRAL NOVA

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
FIVE ISLANDS								
Trip purpose								
Business	400	100	0	0	500	500	0	21%
Pleasure	8,900	600	1,900	1,800	13,200	11,700	2,100	32%
VFR	4,700	200	400	0	5,300	4,100	100	11%
Other	700	0	100	500	1,300	1,200	600	46%
Region of origin								
Atlantic Canada	0	100	100	1,000	1,200	1,200	1,000	97%
Other Canada	7,200	100	1,300	400	9,000	8,300	500	20%
International	7,500	600	1,000	1,000	10,100	8,000	1,400	25%
Overall	**14,700**	**900**	**2,400**	**2,400**	**20,300**	**17,500**	**2,900**	**27%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
JOGGINS								
Trip purpose								
Pleasure	2,700	0	1,900	0	4,600	4,600	0	41%
VFR	900	300	0	0	1,200	1,200	0	25%
Other	100	300	0	0	400	400	0	80%
Region of origin								
Atlantic Canada	0	0	1,000	0	1,000	1,000	0	100%
Other Canada	1,300	600	400	0	2,300	2,300	0	42%
International	2,300	0	500	0	2,900	2,900	0	19%
Overall	**3,700**	**600**	**1,900**	**0**	**6,200**	**6,200**	**0**	**41%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
NOEL								
Trip purpose								
Business	500	300	0	0	800	800	0	42%
Pleasure	14,000	400	200	300	14,900	13,300	400	6%
VFR	4,400	0	100	600	5,100	4,300	600	12%
Other	1,800	0	0	0	1,800	1,300	0	0%
Region of origin								
Atlantic Canada	3,900	0	0	500	4,500	3,400	500	12%
Other Canada	6,900	300	100	0	7,400	6,800	0	6%
International	10,000	300	200	500	11,000	9,900	2,500	10%
Overall	**20,800**	**700**	**300**	**1,000**	**22,900**	**20,000**	**3,000**	**9%**

2000 Nova Scotia Visitor Traffic Flow Report

Appendix C - Community Traffic Flow by Trip Purpose and Area Association

CENTRAL NOVA

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
OXFORD								
Trip purpose								
Business	72,000	0	0	0	**72,000**	38,500	0	0%
Pleasure	168,600	100	1,900	200	**170,800**	109,600	200	1%
VFR	322,300	1,800	2,200	500	**326,800**	179,000	5,100	1%
Other	140,900	100	500	0	**141,500**	75,500	0	0%
Region of origin								
Atlantic Canada	426,200	1,700	2,000	100	**430,000**	225,800	200	1%
Other Canada	200,300	100	1,200	400	**202,000**	121,200	4,900	1%
International	78,300	300	1,300	400	**80,400**	56,400	400	3%
Overall	**704,800**	**2,100**	**4,500**	**900**	**712,400**	**403,400**	**5,500**	**1%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
PARRSBORO								
Trip purpose								
Business	0	500	0	0	**500**	500	0	95%
Pleasure	5,100	500	3,800	2,500	**11,900**	10,900	3,000	57%
VFR	1,200	0	2,300	500	**4,000**	3,900	1,700	70%
Other	800	100	100	100	**1,100**	1,100	100	27%
Region of origin								
Atlantic Canada	100	100	1,000	0	**1,200**	1,200	0	95%
Other Canada	2,600	500	3,200	1,600	**7,900**	7,600	1,700	67%
International	4,500	500	1,900	1,500	**8,400**	7,500	3,200	47%
Overall	**7,100**	**1,200**	**6,200**	**3,100**	**17,600**	**16,400**	**4,800**	**59%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
PUGWASH								
Trip purpose								
Business	1,500	0	0	100	**1,600**	1,200	100	4%
Pleasure	11,800	1,100	1,300	600	**14,800**	13,800	1,600	20%
VFR	6,300	300	2,500	1,700	**10,800**	8,700	7,400	42%
Other	3,200	0	100	300	**3,600**	3,600	300	12%
Region of origin								
Atlantic Canada	4,400	0	1,000	1,100	**6,500**	5,700	1,100	33%
Other Canada	11,200	200	2,600	700	**14,700**	12,600	1,500	24%
International	7,300	1,300	300	900	**9,700**	9,100	6,800	25%
Overall	**22,800**	**1,400**	**3,900**	**2,700**	**30,900**	**27,500**	**9,500**	**26%**

2000 Nova Scotia Visitor Traffic Flow Report

Appendix C - Community Traffic Flow by Trip Purpose and Area Association

CENTRAL NOVA

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
SPRINGHILL								
Trip purpose								
Business	400	100	200	0	700	700	0	49%
Pleasure	5,200	400	3,200	300	9,300	8,800	300	43%
VFR	2,500	500	1,500	500	5,000	4,800	1,800	50%
Other	700	100	1,300	400	2,400	2,200	800	71%
Region of origin								
Atlantic Canada	100	200	2,100	200	2,600	2,600	1,200	97%
Other Canada	5,100	600	2,600	900	9,200	8,900	1,600	44%
International	3,700	400	1,500	100	5,700	5,000	100	35%
Overall	**8,900**	**1,200**	**6,200**	**1,200**	**17,500**	**16,500**	**2,900**	**49%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
STEWIACKE								
Trip purpose								
Business	74,600	1,900	2,600	0	79,000	43,800	0	6%
Pleasure	206,900	9,200	2,600	1,600	220,300	136,400	6,400	6%
VFR	301,200	2,800	6,400	3,200	313,600	165,600	11,900	4%
Other	106,100	1,400	4,000	600	112,000	60,200	600	5%
Region of origin								
Atlantic Canada	372,000	7,800	11,900	3,400	395,100	204,900	10,900	6%
Other Canada	211,000	4,300	1,900	1,100	218,200	128,500	5,500	3%
International	107,200	3,200	1,800	900	113,100	73,300	2,400	5%
Overall	**690,100**	**15,300**	**15,600**	**5,400**	**726,400**	**406,700**	**18,800**	**5%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
TATAMAGOUCHE								
Trip purpose								
Business	1,400	100	400	100	2,000	1,500	1,300	30%
Pleasure	12,600	1,300	900	1,700	16,500	15,400	6,000	24%
VFR	8,700	900	1,600	500	11,700	8,900	600	26%
Other	2,500	0	300	100	2,900	2,900	100	13%
Region of origin								
Atlantic Canada	4,400	1,000	100	100	5,600	4,800	100	22%
Other Canada	11,500	300	2,200	1,300	15,300	12,900	1,800	25%
International	9,300	1,100	1,000	900	12,300	11,000	6,200	24%
Overall	**25,200**	**2,400**	**3,300**	**2,300**	**33,200**	**28,800**	**8,100**	**24%**

2000 Nova Scotia Visitor Traffic Flow Report

Appendix C - Community Traffic Flow by Trip Purpose and Area Association

CENTRAL NOVA

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
TIDNISH								
Trip purpose								
Business	100	0	0	0	100	100	0	0%
Pleasure	3,900	100	0	300	4,400	4,400	500	10%
VFR	4,300	0	0	0	4,300	3,800	0	0%
Other	500	0	0	0	500	500	0	0%
Region of origin								
Atlantic Canada	1,300	0	0	0	1,300	1,300	0	0%
Other Canada	5,100	0	0	100	5,300	4,500	200	3%
International	2,500	100	0	200	2,800	2,700	300	11%
Overall	**8,900**	**100**	**0**	**300**	**9,300**	**8,500**	**500**	**5%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
TRURO								
Trip purpose								
Business	74,000	4,900	7,800	6,000	92,800	50,700	9,000	20%
Pleasure	236,800	11,100	19,800	17,000	284,800	163,900	22,200	17%
VFR	380,900	22,700	16,900	12,600	413,100	215,500	30,800	13%
Other	146,200	9,400	7,000	4,300	167,000	86,400	6,200	12%
Region of origin								
Atlantic Canada	431,400	27,500	21,000	12,400	492,300	252,900	21,200	12%
Other Canada	256,900	14,100	19,600	16,100	306,700	168,100	30,400	16%
International	130,900	6,900	10,900	11,500	160,200	96,400	16,800	18%
Overall	**819,200**	**48,500**	**51,500**	**40,000**	**959,300**	**517,500**	**68,400**	**15%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
HIGHWAY 102/104 INT.								
Trip purpose								
Business	74,000	0	0	0	74,000	39,800	0	0%
Pleasure	212,800	0	0	0	212,800	131,500	0	0%
VFR	305,800	0	0	0	305,800	161,300	0	0%
Other	110,300	0	0	0	110,300	58,800	0	0%
Region of origin								
Atlantic Canada	393,000	0	0	0	393,000	202,200	0	0%
Other Canada	207,500	0	0	0	207,500	120,900	0	0%
International	103,900	0	0	0	103,900	69,000	0	0%
Overall	**704,300**	**0**	**0**	**0**	**704,300**	**392,100**	**0**	**0%**

2000 Nova Scotia Visitor Traffic Flow Report

Appendix C - Community Traffic Flow by Trip Purpose and Area Association

METRO HALIFAX

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
HFX-DART-BED-SACK								
Trip purpose								
Business	22,300	200	900	68,300	91,800	74,200	264,100	76%
Pleasure	73,500	2,400	15,000	133,700	224,600	171,300	352,500	67%
VFR	97,300	2,700	14,000	151,500	265,500	198,900	755,000	63%
Other	16,300	200	2,400	55,100	74,000	65,100	181,900	78%
Region of origin								
Atlantic Canada	61,300	3,100	8,500	178,100	250,900	212,000	500,700	76%
Other Canada	93,900	1,500	13,100	153,400	261,800	189,100	773,300	64%
International	55,100	900	10,700	78,300	144,900	109,800	282,900	62%
Overall	**210,300**	**5,400**	**32,200**	**409,700**	**657,600**	**510,800**	**1,556,900**	**68%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
PEGGY'S COVE								
Trip purpose								
Business	1,200	1,200	8,900	0	11,300	11,200	0	90%
Pleasure	4,500	6,000	60,500	5,200	76,200	76,100	11,700	94%
VFR	3,200	1,400	33,200	2,100	39,900	39,200	3,700	92%
Other	600	600	5,500	600	7,300	7,300	700	91%
Region of origin								
Atlantic Canada	700	100	12,500	1,900	15,100	15,100	4,500	95%
Other Canada	4,800	5,300	50,700	2,700	63,500	63,100	4,700	92%
International	4,000	3,900	45,300	3,200	56,400	56,000	7,000	93%
Overall	**9,500**	**9,200**	**108,500**	**7,900**	**135,100**	**134,300**	**16,200**	**93%**

2000 Nova Scotia Visitor Traffic Flow Report

Appendix C - Community Traffic Flow by Trip Purpose and Area Association

EVANGELINE TRAIL

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
ANNAPOLIS ROYAL								
Trip purpose								
Business	5,900	600	1,200	1,900	9,600	7,100	3,200	39%
Pleasure	42,800	2,700	18,900	9,700	74,100	61,500	16,200	42%
VFR	23,300	800	9,000	4,600	37,700	27,200	14,000	38%
Other	5,500	400	1,700	800	8,400	6,900	1,700	35%
Region of origin								
Atlantic Canada	10,400	0	2,800	4,700	17,900	12,900	13,000	42%
Other Canada	34,000	3,000	14,400	6,000	57,400	45,300	9,800	41%
International	34,100	1,500	13,600	6,300	55,500	45,200	12,200	39%
Overall	**78,500**	**4,600**	**30,800**	**17,000**	**130,900**	**103,300**	**35,100**	**40%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
BERWICK								
Trip purpose								
Business	13,500	0	300	0	13,900	8,000	0	2%
Pleasure	62,400	1,400	1,500	1,700	67,000	56,600	2,900	7%
VFR	42,200	1,100	1,200	6,600	51,100	35,500	24,500	18%
Other	8,100	500	500	200	9,300	7,600	400	13%
Region of origin								
Atlantic Canada	24,100	0	600	4,500	29,100	20,100	14,700	17%
Other Canada	60,000	1,500	1,200	3,300	66,000	48,200	9,100	9%
International	43,100	1,500	1,700	800	47,100	40,200	4,000	9%
Overall	**127,200**	**3,000**	**3,500**	**8,500**	**142,300**	**108,400**	**27,800**	**11%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
BLOMIDON								
Trip purpose								
Business	0	600	300	0	900	900	0	100%
Pleasure	900	1,200	7,400	1,800	11,300	11,300	2,900	92%
VFR	1,000	1,500	7,000	1,700	11,200	11,200	5,600	91%
Other	200	0	600	0	800	800	0	73%
Region of origin								
Atlantic Canada	400	0	2,300	1,900	4,600	4,600	3,800	91%
Other Canada	900	1,900	7,500	500	10,800	10,800	2,500	91%
International	700	1,500	5,500	1,200	8,900	8,900	2,100	92%
Overall	**2,100**	**3,300**	**15,400**	**3,500**	**24,300**	**24,300**	**8,400**	**91%**

2000 Nova Scotia Visitor Traffic Flow Report

Appendix C - Community Traffic Flow by Trip Purpose and Area Association

EVANGELINE TRAIL

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
BRIDGETOWN								
Trip purpose								
Business	11,800	0	300	700	**12,800**	7,700	1,500	8%
Pleasure	56,400	2,200	3,300	2,900	**64,900**	55,400	6,800	13%
VFR	34,200	600	1,600	1,900	**38,400**	26,500	5,200	11%
Other	6,600	300	400	500	**7,800**	6,600	9,000	16%
Region of origin								
Atlantic Canada	18,100	0	100	2,800	**21,000**	14,600	7,900	14%
Other Canada	48,800	1,400	4,400	2,100	**56,600**	42,400	12,500	14%
International	43,100	1,700	1,300	1,200	**47,300**	40,000	2,000	9%
Overall	**110,000**	**3,100**	**5,700**	**6,100**	**124,900**	**97,000**	**22,500**	**12%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
BRIER ISLAND								
Trip purpose								
Business	0	0	100	0	**200**	200	0	74%
Pleasure	1,600	1,200	9,900	1,100	**13,700**	13,400	2,500	89%
VFR	0	200	2,700	1,200	**4,200**	4,200	2,500	99%
Other	100	0	200	0	**400**	400	0	76%
Region of origin								
Atlantic Canada	100	0	900	700	**1,600**	1,600	1,200	96%
Other Canada	1,400	400	3,600	1,000	**6,400**	6,100	1,500	78%
International	200	900	8,600	700	**10,400**	10,400	2,400	98%
Overall	**1,700**	**1,300**	**13,000**	**2,400**	**18,400**	**18,100**	**5,100**	**91%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
DIGBY								
Trip purpose								
Business	2,600	0	500	1,800	**4,900**	4,000	7,000	47%
Pleasure	34,100	3,100	15,800	16,700	**69,600**	58,300	25,300	51%
VFR	17,000	1,600	6,700	6,800	**32,100**	24,600	21,800	47%
Other	3,800	500	700	2,200	**7,100**	6,600	3,000	46%
Region of origin								
Atlantic Canada	8,400	200	1,200	4,500	**14,300**	11,000	16,300	41%
Other Canada	23,800	3,400	10,000	10,400	**47,600**	39,900	18,500	50%
International	25,400	1,600	12,600	12,900	**52,400**	43,400	22,700	52%
Overall	**57,600**	**5,200**	**23,700**	**27,800**	**114,300**	**94,200**	**57,500**	**50%**

2000 Nova Scotia Visitor Traffic Flow Report

Appendix C - Community Traffic Flow by Trip Purpose and Area Association

EVANGELINE TRAIL

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
GRAND PRE								
Trip purpose								
Business	18,100	300	1,700	0	**20,100**	11,500	0	10%
Pleasure	65,500	1,000	10,900	3,200	**80,700**	65,500	10,000	19%
VFR	74,200	900	8,900	1,500	**85,500**	51,300	4,400	13%
Other	15,600	0	1,100	0	**16,800**	10,700	0	7%
Region of origin								
Atlantic Canada	45,400	0	2,500	2,000	**49,800**	29,400	6,900	9%
Other Canada	78,500	1,200	12,000	2,000	**93,700**	62,900	4,100	16%
International	50,700	1,100	8,300	600	**60,700**	47,400	3,400	17%
Overall	**174,500**	**2,300**	**22,700**	**4,700**	**204,200**	**139,700**	**14,400**	**15%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
HANTSPORT								
Trip purpose								
Business	19,800	0	300	0	**20,100**	11,500	0	1%
Pleasure	73,600	900	1,500	1,100	**77,100**	60,900	1,100	5%
VFR	83,300	600	700	300	**84,900**	50,200	2,100	2%
Other	16,500	200	200	0	**17,000**	10,900	0	2%
Region of origin								
Atlantic Canada	48,500	0	100	0	**48,600**	27,200	0	0%
Other Canada	89,200	1,300	1,700	1,300	**93,500**	62,100	3,100	5%
International	56,600	400	800	100	**58,000**	44,800	100	2%
Overall	**194,300**	**1,700**	**2,600**	**1,500**	**200,100**	**134,100**	**3,200**	**3%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
KEJIMKUJIK NAT. PARK								
Trip purpose								
Business	0	200	300	300	**800**	800	900	100%
Pleasure	0	200	2,800	1,400	**4,500**	4,500	2,600	100%
VFR	0	0	1,400	200	**1,600**	1,600	500	100%
Other	0	0	0	100	**100**	100	100	100%
Region of origin								
Atlantic Canada	0	0	500	200	**700**	700	300	100%
Other Canada	0	0	1,300	400	**1,700**	1,700	900	100%
International	0	400	2,700	1,500	**4,600**	4,600	2,800	100%
Overall	**0**	**400**	**4,600**	**2,000**	**7,000**	**7,000**	**4,100**	**100%**

2000 Nova Scotia Visitor Traffic Flow Report

Appendix C - Community Traffic Flow by Trip Purpose and Area Association

EVANGELINE TRAIL

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
KENTVILLE								
Trip purpose								
Business	12,600	500	1,900	800	**15,800**	9,700	1,100	20%
Pleasure	59,600	3,500	5,100	4,800	**73,000**	61,700	8,000	18%
VFR	47,300	3,300	5,100	9,000	**64,600**	42,800	46,900	27%
Other	8,700	500	0	1,300	**10,500**	8,200	7,100	17%
Region of origin								
Atlantic Canada	31,100	200	3,000	1,800	**36,200**	23,600	10,400	14%
Other Canada	57,200	5,000	5,300	9,400	**76,900**	55,300	37,900	26%
International	40,800	2,600	3,800	4,700	**51,900**	44,200	15,000	21%
Overall	**129,200**	**7,700**	**12,100**	**15,900**	**165,000**	**123,100**	**63,300**	**22%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
MIDDLETON								
Trip purpose								
Business	13,200	0	0	300	**13,600**	7,700	2,100	3%
Pleasure	58,300	1,800	4,400	4,500	**69,000**	58,800	13,800	16%
VFR	36,300	600	3,100	3,300	**43,300**	29,700	22,000	16%
Other	7,300	500	400	600	**8,800**	7,600	1,400	17%
Region of origin								
Atlantic Canada	21,900	0	1,800	1,200	**24,900**	17,200	3,200	12%
Other Canada	53,200	1,400	3,900	4,400	**62,900**	46,600	17,500	15%
International	41,000	1,500	2,300	3,200	**48,000**	40,600	18,600	15%
Overall	**116,200**	**2,900**	**8,000**	**8,800**	**135,800**	**104,400**	**39,300**	**14%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
MOUNT UNIACKE								
Trip purpose								
Business	18,300	400	0	0	**18,700**	11,400	0	2%
Pleasure	54,100	0	700	600	**55,500**	44,900	2,900	2%
VFR	75,500	0	100	1,300	**76,800**	47,100	7,000	2%
Other	13,200	0	100	900	**14,200**	9,500	900	7%
Region of origin								
Atlantic Canada	40,600	0	0	2,200	**42,800**	26,300	8,000	5%
Other Canada	78,100	400	200	400	**79,000**	52,700	2,600	1%
International	43,500	0	700	200	**44,400**	34,500	200	2%
Overall	**162,200**	**400**	**900**	**2,800**	**166,200**	**113,500**	**10,800**	**2%**

2000 Nova Scotia Visitor Traffic Flow Report

Appendix C - Community Traffic Flow by Trip Purpose and Area Association

EVANGELINE TRAIL

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
WEYMOUTH								
Trip purpose								
Business	1,800	0	300	0	2,100	1,600	0	16%
Pleasure	30,200	1,600	4,800	1,200	37,700	34,300	17,100	20%
VFR	11,600	100	1,900	1,700	15,400	12,500	7,700	25%
Other	2,800	200	100	200	3,300	3,100	2,000	15%
Region of origin								
Atlantic Canada	4,300	0	0	1,200	5,500	4,600	4,400	21%
Other Canada	15,700	800	3,900	900	21,200	18,600	18,100	26%
International	26,600	1,200	3,300	1,100	32,100	28,500	4,200	17%
Overall	**46,600**	**1,900**	**7,100**	**3,100**	**58,800**	**51,700**	**26,700**	**21%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
WINDSOR								
Trip purpose								
Business	18,600	1,000	1,300	0	20,800	12,200	0	11%
Pleasure	69,200	2,900	3,700	2,200	78,000	62,400	21,900	11%
VFR	76,600	2,600	4,700	4,500	88,400	53,900	28,000	13%
Other	16,300	300	400	100	17,100	10,900	100	4%
Region of origin								
Atlantic Canada	45,300	2,800	1,300	2,600	52,000	30,700	18,200	13%
Other Canada	84,900	2,600	4,800	2,600	94,900	63,700	24,900	10%
International	51,600	1,300	3,900	1,600	58,500	45,700	7,000	12%
Overall	**181,800**	**6,700**	**10,000**	**6,800**	**205,400**	**140,100**	**50,100**	**11%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
WOLFVILLE								
Trip purpose								
Business	13,800	600	2,300	1,800	18,500	11,200	4,100	25%
Pleasure	53,300	1,800	10,300	12,400	77,900	65,300	22,700	31%
VFR	61,600	1,800	9,800	7,100	80,200	50,800	18,200	23%
Other	8,900	600	1,000	3,500	14,000	11,000	12,800	36%
Region of origin								
Atlantic Canada	40,700	400	1,700	3,800	46,700	28,900	11,100	13%
Other Canada	57,900	2,600	13,700	12,600	86,800	62,200	30,000	33%
International	39,600	1,800	8,200	8,900	58,400	48,100	17,000	32%
Overall	**138,200**	**4,800**	**23,600**	**25,300**	**191,900**	**139,100**	**58,200**	**28%**

2000 Nova Scotia Visitor Traffic Flow Report

Appendix C - Community Traffic Flow by Trip Purpose and Area Association

SOUTH SHORE

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
BRIDGEWATER								
Trip purpose								
Business	7,700	900	700	2,100	11,300	9,300	2,900	32%
Pleasure	56,900	2,400	6,900	4,600	70,700	61,900	43,500	20%
VFR	28,800	1,400	7,700	7,700	45,700	34,700	35,500	37%
Other	9,100	100	100	800	10,100	7,700	1,000	9%
Region of origin								
Atlantic Canada	23,800	0	1,500	3,800	29,100	21,400	19,200	18%
Other Canada	35,000	3,000	8,800	7,400	54,200	46,000	19,400	35%
International	43,900	1,700	5,100	3,900	54,600	46,400	44,200	20%
Overall	**102,700**	**4,700**	**15,400**	**15,000**	**137,900**	**113,900**	**82,800**	**26%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
CALEDONIA								
Trip purpose								
Pleasure	14,400	900	300	200	15,800	14,600	300	9%
VFR	6,600	100	500	200	7,300	5,800	900	9%
Other	1,300	0	0	0	1,300	1,300	0	2%
Region of origin								
Atlantic Canada	2,400	0	0	100	2,400	1,900	300	3%
Other Canada	8,900	400	400	200	9,800	9,200	500	9%
International	11,200	600	500	100	12,300	10,700	300	10%
Overall	**22,400**	**1,000**	**800**	**400**	**24,500**	**21,800**	**1,200**	**9%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
CHESTER								
Trip purpose								
Business	22,600	1,200	1,900	600	26,300	15,600	600	14%
Pleasure	101,800	4,300	11,200	5,900	123,200	90,800	41,500	17%
VFR	80,000	3,200	8,500	5,400	97,000	59,800	15,900	18%
Other	13,300	300	200	500	14,250	10,200	2,500	7%
Region of origin								
Atlantic Canada	45,200	800	1,200	3,400	50,600	31,900	14,500	11%
Other Canada	101,600	5,100	13,500	3,500	123,700	80,400	28,600	18%
International	71,300	3,100	7,000	5,400	86,900	64,500	17,400	18%
Overall	**218,100**	**9,000**	**21,800**	**12,300**	**261,200**	**176,800**	**60,500**	**16%**

2000 Nova Scotia Visitor Traffic Flow Report

Appendix C - Community Traffic Flow by Trip Purpose and Area Association

SOUTH SHORE

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
LA HAVE								
Trip purpose								
Business	300	0	200	0	500	500	0	34%
Pleasure	8,300	700	3,900	600	13,500	12,900	13,200	39%
VFR	2,300	1,600	2,800	500	7,100	6,800	4,000	67%
Other	600	0	300	0	900	900	0	40%
Region of origin								
Atlantic Canada	1,300	500	100	0	1,900	1,800	0	31%
Other Canada	2,900	700	3,300	300	7,300	7,200	6,600	60%
International	7,400	1,000	3,800	800	13,000	12,200	10,600	43%
Overall	**11,600**	**2,300**	**7,200**	**1,100**	**22,100**	**21,200**	**17,200**	**48%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
LIVERPOOL								
Trip purpose								
Business	3,200	0	400	2,300	5,800	5,700	5,100	46%
Pleasure	41,000	4,000	9,700	7,200	61,900	55,500	19,000	34%
VFR	20,200	1,700	3,600	3,500	29,100	22,200	21,100	31%
Other	6,000	400	1,300	700	8,400	7,500	4,100	29%
Region of origin								
Atlantic Canada	10,500	300	1,800	3,400	16,000	12,700	18,800	35%
Other Canada	22,100	2,600	7,000	4,800	36,600	32,600	14,700	39%
International	37,900	3,200	6,200	5,500	52,800	45,800	16,100	28%
Overall	**70,500**	**6,100**	**15,000**	**13,800**	**105,400**	**91,100**	**49,600**	**33%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
LUNENBURG								
Trip purpose								
Business	400	800	6,200	400	7,800	7,800	700	95%
Pleasure	4,500	2,800	34,200	19,600	61,100	60,600	37,200	93%
VFR	2,300	2,300	16,900	7,900	29,300	29,000	25,800	92%
Other	400	1,000	2,800	1,700	5,900	5,900	3,600	93%
Region of origin								
Atlantic Canada	200	600	5,500	3,500	9,800	9,700	9,100	98%
Other Canada	4,000	3,600	29,600	15,800	53,000	52,900	29,000	93%
International	3,400	2,700	25,000	10,300	41,500	41,000	29,300	92%
Overall	**7,600**	**6,900**	**60,200**	**29,600**	**104,300**	**103,500**	**67,300**	**93%**

2000 Nova Scotia Visitor Traffic Flow Report

Appendix C - Community Traffic Flow by Trip Purpose and Area Association

SOUTH SHORE

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
MAHONE BAY								
Trip purpose								
Business	22,000	300	3,100	700	26,000	14,700	1,200	16%
Pleasure	85,600	6,500	27,300	6,500	125,900	88,200	16,700	32%
VFR	78,100	2,900	10,100	2,300	93,300	53,100	3,600	16%
Other	12,800	200	1,500	400	14,900	9,800	900	14%
Region of origin								
Atlantic Canada	41,700	100	2,100	1,900	45,900	27,200	3,600	9%
Other Canada	93,800	5,900	21,200	3,800	124,700	76,400	7,600	25%
International	63,300	3,900	18,700	4,100	90,000	62,400	11,100	30%
Overall	**198,800**	**9,900**	**42,100**	**9,800**	**260,500**	**166,000**	**22,300**	**24%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
NEW GERMANY								
Trip purpose								
Business	100	0	0	300	500	500	7,600	72%
Pleasure	6,000	900	1,100	600	8,500	7,700	4,000	30%
VFR	1,300	0	600	0	1,900	1,800	0	31%
Other	0	0	400	0	400	400	0	100%
Region of origin								
Atlantic Canada	2,000	0	0	0	2,000	2,000	0	0%
Other Canada	3,700	700	1,000	700	6,100	5,400	8,900	40%
International	1,700	100	1,000	300	3,200	3,000	2,700	45%
Overall	**7,400**	**900**	**2,100**	**900**	**11,300**	**10,400**	**11,600**	**34%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
NEW ROSS								
Trip purpose								
Business	400	0	300	0	700	700	0	44%
Pleasure	5,200	0	1,600	1,100	8,000	6,600	2,200	35%
VFR	5,300	0	2,300	900	8,600	7,300	6,500	38%
Other	1,200	0	100	0	1,300	800	0	13%
Region of origin								
Atlantic Canada	2,300	0	1,000	1,500	4,800	4,200	2,000	52%
Other Canada	5,600	0	1,800	400	7,800	6,500	5,400	28%
International	4,100	0	1,500	200	5,900	4,700	1,300	30%
Overall	**12,100**	**0**	**4,300**	**2,100**	**18,500**	**15,300**	**8,700**	**35%**

2000 Nova Scotia Visitor Traffic Flow Report

Appendix C - Community Traffic Flow by Trip Purpose and Area Association

SOUTH SHORE

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
SHELBURNE								
Trip purpose								
Business	3,000	0	300	0	3,300	3,200	0	10%
Pleasure	31,800	4,900	7,300	4,700	48,900	44,300	13,400	35%
VFR	11,700	500	1,600	4,900	18,600	15,900	20,500	37%
Other	4,300	700	600	500	6,100	5,400	1,800	29%
Region of origin								
Atlantic Canada	6,300	100	100	2,500	9,000	8,100	5,900	30%
Other Canada	16,000	2,800	2,100	3,500	24,500	22,500	15,300	35%
International	28,700	3,100	7,600	4,100	43,500	38,400	14,400	34%
Overall	**51,000**	**6,100**	**9,800**	**10,100**	**77,000**	**69,000**	**35,600**	**34%**

2000 Nova Scotia Visitor Traffic Flow Report

Appendix C - Community Traffic Flow by Trip Purpose and Area Association

YARMOUTH

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
YARMOUTH								
Trip purpose								
Business	1,000	0	400	2,700	4,100	3,700	7,800	77%
Pleasure	33,400	1,600	9,200	24,300	68,500	53,100	31,600	51%
VFR	9,200	100	2,400	8,400	20,100	17,200	131,900	54%
Other	5,000	0	600	2,400	8,000	6,300	11,400	38%
Region of origin								
Atlantic Canada	2,200	100	1,000	4,500	7,700	6,900	7,700	72%
Other Canada	8,800	1,000	4,800	13,200	27,800	26,100	140,100	68%
International	37,500	700	6,800	20,400	65,400	47,500	35,100	43%
Overall	**48,500**	**1,800**	**12,600**	**38,000**	**100,900**	**80,500**	**182,900**	**52%**

2000 Nova Scotia Visitor Traffic Flow Report

Appendix C - Community Traffic Flow by Trip Purpose and Area Association

PICTOU COUNTY

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
CARIBOU								
Trip purpose								
Business	4,000	0	0	0	4,000	3,200	0	0%
Pleasure	53,100	600	400	800	54,900	50,300	800	3%
VFR	24,000	600	400	300	25,300	23,100	2,100	5%
Other	9,300	400	100	0	9,800	8,000	0	5%
Region of origin								
Atlantic Canada	20,800	0	100	100	21,000	16,200	100	1%
Other Canada	37,700	600	400	700	39,500	38,000	2,500	4%
International	32,200	900	300	400	33,800	30,700	400	5%
Overall	**90,700**	**1,500**	**900**	**1,200**	**94,300**	**84,800**	**2,900**	**4%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
PICTOU								
Trip purpose								
Business	4,100	400	1,600	200	6,300	5,200	200	35%
Pleasure	43,100	1,800	10,600	11,900	67,400	62,700	19,500	36%
VFR	21,900	1,000	6,000	4,400	33,200	29,500	11,300	34%
Other	7,800	0	1,400	1,500	10,700	8,900	5,700	27%
Region of origin								
Atlantic Canada	18,100	300	2,800	2,700	23,900	19,100	4,800	24%
Other Canada	34,000	900	9,800	7,400	52,200	48,200	14,200	35%
International	25,000	2,000	6,900	8,000	41,800	39,200	17,800	40%
Overall	**77,100**	**3,200**	**19,600**	**18,000**	**117,900**	**106,600**	**36,900**	**35%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
NEW GLASGOW								
Trip purpose								
Business	21,700	600	1,100	3,000	26,400	14,800	4,200	18%
Pleasure	147,600	6,700	9,200	10,900	174,400	100,900	17,300	15%
VFR	144,900	5,300	6,100	6,200	162,600	89,600	24,700	11%
Other	72,200	1,100	2,800	1,400	77,500	41,400	1,500	7%
Region of origin								
Atlantic Canada	132,300	2,400	3,600	5,500	143,800	77,400	10,100	8%
Other Canada	153,500	7,100	9,500	9,100	179,200	101,100	25,400	14%
International	101,300	4,200	6,100	7,000	118,700	68,600	12,200	15%
Overall	**387,200**	**13,700**	**19,300**	**21,500**	**441,700**	**247,100**	**47,600**	**12%**

2000 Nova Scotia Visitor Traffic Flow Report
Appendix C - Community Traffic Flow by Trip Purpose and Area Association

ANTIGONISH-EASTERN SHORE

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
ANTIGONISH								
Trip purpose								
Business	17,000	1,600	1,400	3,100	23,000	13,200	4,400	26%
Pleasure	143,400	9,300	10,500	16,000	179,100	99,200	21,500	20%
VFR	118,300	16,300	8,900	7,000	150,400	82,000	22,900	21%
Other	59,800	7,500	4,200	3,700	75,100	40,500	5,200	20%
Region of origin								
Atlantic Canada	99,500	20,900	8,900	7,200	136,600	74,200	9,500	27%
Other Canada	141,000	7,800	9,900	13,000	171,700	94,500	29,400	18%
International	98,200	6,100	6,100	9,700	120,100	66,400	15,300	18%
Overall	**338,800**	**34,800**	**24,900**	**29,900**	**428,400**	**235,200**	**54,200**	**21%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
CANSO								
Trip purpose								
Business	0	0	0	0	0	0	0	100%
Pleasure	5,100	300	1,700	1,300	8,300	7,900	4,500	38%
VFR	3,300	0	1,200	400	4,900	4,000	22,000	34%
Other	600	300	0	0	900	900	0	30%
Region of origin								
Atlantic Canada	1,200	0	0	0	1,200	1,100	0	2%
Other Canada	4,100	0	1,900	600	6,600	5,600	22,200	38%
International	3,800	500	1,000	1,100	6,400	6,100	4,300	41%
Overall	**9,000**	**600**	**2,900**	**1,700**	**14,200**	**12,900**	**26,500**	**36%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
CAPE GEORGE								
Trip purpose								
Pleasure	2,500	500	1,600	100	4,700	4,600	100	46%
VFR	900	0	300	700	1,800	1,800	5,800	52%
Other	300	300	300	200	1,100	1,100	200	75%
Region of origin								
Atlantic Canada	0	0	0	0	0	0	0	0%
Other Canada	1,400	0	1,200	700	3,400	3,300	5,900	58%
International	2,200	700	1,000	200	4,200	4,200	200	47%
Overall	**3,700**	**800**	**2,200**	**1,000**	**7,600**	**7,600**	**6,100**	**52%**

2000 Nova Scotia Visitor Traffic Flow Report

Appendix C - Community Traffic Flow by Trip Purpose and Area Association

ANTIGONISH-EASTERN SHORE

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
GUYSBOROUGH								
Trip purpose								
Business	0	0	0	200	300	300	200	90%
Pleasure	11,800	1,000	500	1,100	14,400	13,200	1,900	18%
VFR	4,300	100	700	500	5,600	4,500	1,800	23%
Other	1,200	200	400	0	1,800	1,800	0	34%
Region of origin								
Atlantic Canada	1,200	0	0	200	1,400	1,400	200	17%
Other Canada	8,200	100	1,500	400	10,100	9,000	1,300	19%
International	8,000	1,200	100	1,100	10,500	9,400	2,400	23%
Overall	**17,400**	**1,300**	**1,600**	**1,800**	**22,000**	**19,800**	**3,900**	**21%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
ISAAC'S HARBOUR								
Trip purpose								
Business	0	0	0	0	0	0	0	100%
Pleasure	11,600	400	1,400	1,000	14,300	12,900	47,500	19%
VFR	4,100	0	400	1,900	6,400	5,400	20,000	36%
Other	1,500	0	0	0	1,500	1,500	0	0%
Region of origin								
Atlantic Canada	2,100	0	0	900	3,100	2,100	900	30%
Other Canada	6,600	0	1,200	1,400	9,200	8,200	65,600	29%
International	8,400	400	600	600	9,900	9,500	1,000	15%
Overall	**17,100**	**400**	**1,800**	**2,900**	**22,200**	**19,800**	**67,500**	**23%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
LISCOMBE								
Trip purpose								
Business	600	0	0	200	800	600	200	23%
Pleasure	18,100	1,000	700	2,900	22,700	21,700	5,000	20%
VFR	4,900	400	500	600	6,400	5,400	600	23%
Other	2,800	0	0	400	3,100	2,800	400	12%
Region of origin								
Atlantic Canada	1,300	400	0	0	1,700	1,700	0	25%
Other Canada	14,000	200	400	1,000	15,600	14,000	1,000	11%
International	11,100	800	700	3,100	15,700	14,900	5,200	29%
Overall	**26,400**	**1,400**	**1,100**	**4,100**	**33,100**	**30,600**	**6,200**	**20%**

2000 Nova Scotia Visitor Traffic Flow Report

Appendix C - Community Traffic Flow by Trip Purpose and Area Association

ANTIGONISH-EASTERN SHORE

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
MIDDLE MUSQUODOBOIT								
Trip purpose								
Business	0	0	1,100	0	1,100	1,100	0	100%
Pleasure	400	0	300	100	800	800	100	49%
VFR	600	0	0	1,600	2,200	2,200	4,100	73%
Other	0	0	900	0	900	900	0	100%
Region of origin								
Atlantic Canada	500	0	1,000	600	2,200	2,200	2,200	76%
Other Canada	100	0	1,300	1,000	2,400	2,400	2,000	97%
International	400	0	0	0	400	400	0	0%
Overall	**1,000**	**0**	**2,300**	**1,600**	**5,000**	**5,000**	**4,200**	**80%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
MUSQ. HARBOUR								
Trip purpose								
Business	800	0	1,000	0	1,700	1,600	0	56%
Pleasure	18,800	1,100	3,500	1,600	25,000	23,700	6,000	25%
VFR	8,300	400	1,000	2,600	12,400	10,700	12,600	33%
Other	2,500	500	100	100	3,200	2,800	200	22%
Region of origin								
Atlantic Canada	3,100	0	100	600	3,800	2,800	2,000	17%
Other Canada	13,000	1,300	4,200	2,700	21,200	19,800	12,400	39%
International	14,300	800	1,300	1,000	17,300	16,200	4,300	18%
Overall	**30,400**	**2,100**	**5,600**	**4,200**	**42,300**	**38,800**	**18,800**	**28%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
SHEET HARBOUR								
Trip purpose								
Business	500	200	0	0	800	600	0	35%
Pleasure	16,700	2,600	2,700	2,000	24,000	22,900	3,800	30%
VFR	5,700	200	200	1,400	7,500	6,100	3,000	23%
Other	2,300	400	200	300	3,200	2,800	2,300	29%
Region of origin								
Atlantic Canada	1,700	200	100	700	2,800	2,300	800	39%
Other Canada	11,600	1,300	1,600	2,000	16,600	14,900	7,300	30%
International	11,900	1,900	1,400	900	16,100	15,200	1,000	26%
Overall	**25,200**	**3,400**	**3,100**	**3,700**	**35,400**	**32,400**	**9,200**	**29%**

2000 Nova Scotia Visitor Traffic Flow Report

Appendix C - Community Traffic Flow by Trip Purpose and Area Association

ANTIGONISH-EASTERN SHORE

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
SHERBROOKE								
Trip purpose								
Business	0	200	400	0	700	700	0	94%
Pleasure	12,300	400	6,400	3,300	22,400	21,600	3,900	45%
VFR	6,100	0	2,200	100	8,500	6,500	500	28%
Other	1,900	400	700	0	2,900	2,500	0	36%
Region of origin								
Atlantic Canada	2,100	200	900	0	3,300	2,300	0	35%
Other Canada	9,700	500	3,800	1,900	15,900	14,500	2,400	39%
International	8,500	300	5,000	1,600	15,400	14,500	2,000	45%
Overall	**20,300**	**1,100**	**9,700**	**3,500**	**34,600**	**31,400**	**4,400**	**41%**

2000 Nova Scotia Visitor Traffic Flow Report

Appendix C - Community Traffic Flow by Trip Purpose and Area Association

CAPE BRETON

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
BADDECK								
Trip purpose								
Business	10,100	200	1,400	1,400	**13,000**	8,800	2,400	23%
Pleasure	58,100	2,800	16,500	37,300	**114,700**	84,700	76,900	49%
VFR	77,900	3,100	11,300	9,500	**101,800**	63,100	26,600	23%
Other	54,600	2,400	2,400	4,800	**64,200**	36,300	9,900	15%
Region of origin								
Atlantic Canada	87,800	1,600	7,200	4,000	**100,500**	59,500	8,900	13%
Other Canada	73,700	3,500	13,500	23,300	**114,000**	77,200	51,200	35%
International	39,800	3,400	11,000	25,800	**79,900**	56,500	56,300	50%
Overall	**201,300**	**8,500**	**31,600**	**53,000**	**294,400**	**193,300**	**116,400**	**32%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
BIG POND								
Trip purpose								
Business	4,300	0	300	0	**4,700**	3,400	0	7%
Pleasure	14,500	2,000	3,700	800	**21,100**	20,000	800	31%
VFR	15,500	1,600	2,000	600	**19,700**	15,200	2,600	21%
Other	3,500	500	100	400	**4,500**	3,900	1,600	23%
Region of origin								
Atlantic Canada	10,700	1,000	300	0	**11,900**	8,700	0	10%
Other Canada	17,200	2,300	3,700	1,800	**24,900**	21,500	4,900	31%
International	10,000	900	2,300	100	**13,200**	12,200	100	24%
Overall	**37,800**	**4,100**	**6,200**	**1,900**	**50,000**	**42,400**	**5,000**	**24%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
CAPE NORTH								
Trip purpose								
Business	2,000	0	0	0	**2,000**	2,000	0	1%
Pleasure	47,800	10,000	5,100	8,500	**71,500**	69,900	28,000	33%
VFR	13,200	1,300	700	600	**15,800**	15,400	1,600	16%
Other	4,400	1,000	300	1,100	**6,800**	6,700	86,000	35%
Region of origin								
Atlantic Canada	10,300	0	0	500	**10,800**	10,800	1,000	5%
Other Canada	30,300	4,000	2,700	3,100	**40,100**	39,000	6,800	24%
International	26,900	8,400	3,400	6,600	**45,300**	44,300	107,700	41%
Overall	**67,500**	**12,400**	**6,100**	**10,200**	**96,200**	**94,100**	**115,500**	**30%**

2000 Nova Scotia Visitor Traffic Flow Report

Appendix C - Community Traffic Flow by Trip Purpose and Area Association

CAPE BRETON

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
CHETICAMP								
Trip purpose								
Business	1,400	400	1,900	2,500	**6,300**	5,100	3,000	**77%**
Pleasure	28,400	10,000	15,800	21,900	**76,200**	73,000	35,500	**63%**
VFR	6,200	2,800	4,600	8,200	**21,800**	20,900	39,100	**72%**
Other	3,300	1,400	2,000	1,200	**7,800**	6,700	2,300	**58%**
Region of origin								
Atlantic Canada	4,900	600	800	9,900	**16,200**	15,600	25,400	**70%**
Other Canada	16,900	5,700	10,600	13,900	**47,100**	44,700	38,400	**64%**
International	17,500	8,400	13,000	10,000	**48,900**	45,500	16,300	**64%**
Overall	**39,300**	**14,700**	**24,400**	**33,800**	**112,200**	**105,800**	**80,100**	**65%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
FOURCHU								
Trip purpose								
Business	0	0	0	0	**0**	0	0	**0%**
Pleasure	11,200	600	0	0	**11,900**	11,500	0	**6%**
VFR	4,400	600	500	0	**5,500**	4,500	0	**21%**
Other	500	0	0	0	**500**	500	0	**0%**
Region of origin								
Atlantic Canada	1,400	0	0	0	**1,400**	1,400	0	0%
Other Canada	10,700	900	400	0	**12,100**	10,700	0	11%
International	4,000	300	200	0	**4,500**	4,500	0	12%
Overall	**16,100**	**1,300**	**600**	**0**	**17,900**	**16,600**	**0**	**10%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
GLACE BAY								
Trip purpose								
Business	0	0	1,400	0	**1,500**	1,500	100	**97%**
Pleasure	3,500	1,300	4,700	800	**10,400**	10,200	1,900	**66%**
VFR	700	0	3,700	5,900	**10,200**	10,200	57,900	**93%**
Other	400	0	900	500	**1,800**	1,800	900	**78%**
Region of origin								
Atlantic Canada	900	0	2,400	1,700	**5,000**	5,000	7,300	82%
Other Canada	2,100	900	4,600	4,000	**11,600**	11,600	42,500	82%
International	1,700	400	3,700	1,600	**7,300**	7,200	10,800	77%
Overall	**4,600**	**1,300**	**10,700**	**7,300**	**23,900**	**23,800**	**60,700**	**81%**

2000 Nova Scotia Visitor Traffic Flow Report

Appendix C - Community Traffic Flow by Trip Purpose and Area Association

CAPE BRETON

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
INGONISH								
Trip purpose								
Business	1,000	1,000	0	0	2,000	2,000	0	50%
Pleasure	33,200	12,100	10,600	14,600	70,400	69,900	22,300	53%
VFR	9,500	2,900	2,400	2,700	17,600	17,500	9,400	46%
Other	3,600	1,000	1,300	400	6,300	6,200	600	42%
Region of origin								
Atlantic Canada	9,200	1,000	200	500	10,900	10,800	700	15%
Other Canada	20,100	6,000	6,200	8,700	41,000	40,900	16,600	51%
International	18,000	9,900	8,100	8,500	44,500	43,900	15,000	60%
Overall	**47,400**	**16,900**	**14,500**	**17,700**	**96,400**	**95,700**	**32,200**	**51%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
INVERNESS								
Trip purpose								
Business	2,200	400	0	0	2,600	2,600	0	16%
Pleasure	38,100	4,900	6,700	2,300	52,000	48,600	5,300	27%
VFR	17,900	600	2,500	400	21,400	16,100	1,500	16%
Other	4,200	100	300	400	5,000	4,500	900	16%
Region of origin								
Atlantic Canada	13,500	1,100	1,500	0	16,100	13,000	0	16%
Other Canada	25,500	2,100	5,300	1,800	34,700	30,600	5,800	27%
International	23,500	2,900	2,700	1,300	30,300	28,200	1,900	22%
Overall	**62,500**	**6,000**	**9,500**	**3,100**	**81,100**	**71,900**	**7,700**	**23%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
IONA								
Trip purpose								
Business	0	0	300	500	900	900	1,000	95%
Pleasure	2,100	500	1,500	1,300	5,500	5,300	1,500	61%
VFR	1,700	0	1,600	2,700	6,000	5,600	26,100	72%
Other	0	0	200	0	300	300	0	85%
Region of origin								
Atlantic Canada	0	0	0	3,300	3,300	3,300	11,300	100%
Other Canada	1,700	400	1,600	800	4,400	4,100	16,700	63%
International	2,200	100	2,100	500	4,900	4,700	600	55%
Overall	**3,900**	**500**	**3,700**	**4,600**	**12,700**	**12,100**	**28,600**	**69%**

2000 Nova Scotia Visitor Traffic Flow Report
Appendix C - Community Traffic Flow by Trip Purpose and Area Association

CAPE BRETON

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
LOUISBOURG								
Trip purpose								
Business	100	0	1,000	0	1,100	1,100	0	93%
Pleasure	2,400	3,200	23,500	11,200	40,200	39,900	18,000	94%
VFR	1,800	500	9,200	2,700	14,200	14,200	7,200	87%
Other	100	100	1,600	1,300	3,100	3,100	4,100	98%
Region of origin								
Atlantic Canada	600	100	1,500	2,800	5,000	5,000	6,300	88%
Other Canada	2,500	2,100	18,100	8,100	30,800	30,400	16,600	92%
International	1,300	1,600	15,700	4,300	22,900	22,900	6,400	94%
Overall	**4,300**	**3,800**	**35,300**	**15,200**	**58,600**	**58,300**	**29,300**	**93%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
MABOU								
Trip purpose								
Business	1,800	400	400	0	2,600	2,600	0	31%
Pleasure	41,600	4,900	3,300	2,800	52,600	49,100	21,600	21%
VFR	15,200	2,000	2,400	2,600	22,200	17,200	38,200	31%
Other	4,300	0	600	600	5,500	4,900	2,900	22%
Region of origin								
Atlantic Canada	13,700	2,300	100	600	16,700	13,700	16,200	18%
Other Canada	26,300	1,800	3,600	3,000	34,700	30,800	16,600	24%
International	23,000	3,200	3,000	2,300	31,500	29,300	29,900	27%
Overall	**62,900**	**7,400**	**6,700**	**6,000**	**82,900**	**73,800**	**62,700**	**24%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
MARGAREE AREA								
Trip purpose								
Business	6,400	0	900	0	7,300	5,100	0	13%
Pleasure	58,400	8,600	5,900	7,200	80,000	74,100	20,900	27%
VFR	22,000	2,200	1,500	2,100	27,800	21,900	4,300	21%
Other	6,000	1,100	1,100	900	9,100	7,700	2,300	34%
Region of origin								
Atlantic Canada	17,000	0	2,500	800	20,300	15,700	1,900	16%
Other Canada	40,900	4,900	3,600	4,100	53,500	47,000	13,000	24%
International	35,000	6,800	3,400	5,300	50,400	46,200	12,600	31%
Overall	**92,900**	**11,800**	**9,400**	**10,100**	**124,200**	**108,900**	**27,500**	**25%**

2000 Nova Scotia Visitor Traffic Flow Report

Appendix C - Community Traffic Flow by Trip Purpose and Area Association

CAPE BRETON

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
NEW WATERFORD								
Trip purpose								
Pleasure	2,700	300	200	800	3,900	3,800	1,400	31%
VFR	100	0	1,200	1,900	3,200	3,200	17,500	96%
Other	0	0	900	400	1,300	1,300	2,700	100%
Region of origin								
Atlantic Canada	700	0	500	200	1,400	1,400	1,000	49%
Other Canada	700	300	1,500	2,100	4,500	4,500	15,800	85%
International	1,400	0	300	800	2,400	2,300	4,800	42%
Overall	**2,800**	**300**	**2,300**	**3,000**	**8,400**	**8,300**	**21,500**	**67%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
NORTH SYDNEY								
Trip purpose								
Business	11,400	0	300	1,600	13,400	8,300	2,200	15%
Pleasure	69,900	1,200	4,700	11,000	86,800	60,400	92,500	19%
VFR	80,200	700	3,700	14,800	99,400	60,800	85,300	19%
Other	35,300	300	3,000	15,600	54,200	34,700	23,300	35%
Region of origin								
Atlantic Canada	84,700	0	700	13,000	98,300	58,400	22,500	14%
Other Canada	67,300	2,100	7,500	21,700	98,600	67,400	159,400	32%
International	45,400	100	3,600	8,400	57,600	38,800	21,400	21%
Overall	**197,400**	**2,300**	**11,800**	**43,000**	**254,500**	**164,600**	**203,300**	**22%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
POINT MICHAUD								
Trip purpose								
Business	0	0	0	0	0	0	0	0%
Pleasure	10,900	700	1,000	300	12,900	12,300	500	15%
VFR	5,100	300	500	0	5,900	4,900	0	14%
Other	200	0	300	200	700	700	200	75%
Region of origin								
Atlantic Canada	1,300	0	0	100	1,400	1,400	100	5%
Other Canada	10,600	600	1,700	0	12,900	11,500	0	18%
International	4,300	400	100	400	5,200	5,100	600	17%
Overall	**16,300**	**1,000**	**1,800**	**400**	**19,500**	**18,000**	**700**	**17%**

2000 Nova Scotia Visitor Traffic Flow Report

Appendix C - Community Traffic Flow by Trip Purpose and Area Association

CAPE BRETON

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
PORT HASTINGS								
Trip purpose								
Business	18,900	100	1,500	400	20,900	10,900	400	10%
Pleasure	162,300	9,500	6,300	9,200	187,400	95,900	13,900	13%
VFR	130,800	5,200	7,100	3,300	146,400	77,100	7,100	11%
Other	67,100	3,900	3,400	700	75,100	39,000	800	11%
Region of origin								
Atlantic Canada	115,600	8,000	7,400	2,400	133,400	69,900	5,300	13%
Other Canada	151,200	6,900	7,200	6,600	171,900	89,500	8,700	12%
International	113,000	3,800	3,700	4,600	125,200	63,700	8,300	10%
Overall	**379,800**	**18,700**	**18,300**	**13,600**	**430,500**	**223,200**	**22,200**	**12%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
PORT HAWKESBURY								
Trip purpose								
Business	3,700	400	0	900	5,000	3,200	4,500	27%
Pleasure	29,000	1,800	2,700	4,900	38,400	35,400	6,300	24%
VFR	23,400	1,200	2,900	4,100	31,700	22,900	19,600	26%
Other	3,300	800	200	1,200	5,400	4,600	1,500	39%
Region of origin								
Atlantic Canada	14,500	700	1,800	2,900	19,900	14,000	11,300	27%
Other Canada	30,100	2,400	2,500	4,200	39,100	32,200	12,800	23%
International	14,800	1,200	1,500	4,000	21,500	19,900	7,800	31%
Overall	**59,400**	**4,300**	**5,800**	**11,100**	**80,500**	**66,100**	**31,900**	**26%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
ST. PETERS								
Trip purpose								
Business	2,300	300	900	1,800	5,300	4,400	4,000	57%
Pleasure	25,000	2,000	2,100	4,000	33,200	31,400	10,700	25%
VFR	20,300	0	1,300	4,000	25,700	20,000	32,700	21%
Other	4,100	0	200	300	4,600	4,000	2,800	11%
Region of origin								
Atlantic Canada	10,200	0	1,900	2,600	14,700	12,000	26,000	30%
Other Canada	28,600	1,200	1,000	5,100	35,900	31,100	13,700	20%
International	13,000	1,100	1,800	2,300	18,100	16,800	10,600	28%
Overall	**51,800**	**2,300**	**4,600**	**10,000**	**68,800**	**59,800**	**50,200**	**25%**

2000 Nova Scotia Visitor Traffic Flow Report

Appendix C - Community Traffic Flow by Trip Purpose and Area Association

CAPE BRETON

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
SYDNEY								
Trip purpose								
Business	4,800	0	0	4,100	8,900	6,600	12,300	46%
Pleasure	62,000	800	4,500	12,600	79,800	50,700	19,600	22%
VFR	34,200	100	3,300	21,700	59,300	42,300	136,200	42%
Other	9,000	0	1,400	5,800	16,300	13,400	10,900	45%
Region of origin								
Atlantic Canada	14,800	100	1,200	13,600	**29,700**	23,400	43,100	50%
Other Canada	55,400	500	4,000	20,000	**79,900**	54,400	93,900	31%
International	39,700	300	4,100	10,500	**54,600**	35,300	42,000	27%
Overall	**109,900**	**900**	**9,300**	**44,100**	**164,200**	**113,100**	**179,100**	**33%**

COMMUNITY	Party Pass Throughs	Party Stops	Party Visits	Overnight Party Trips	Total Party Trips	Parties	Party Nights	Capture Rate
WYCOCOMAGH								
Trip purpose								
Business	9,300	2,000	0	0	11,300	7,400	0	18%
Pleasure	102,300	1,100	4,800	2,000	110,200	78,000	3,900	7%
VFR	95,100	500	1,700	800	98,200	58,100	5,500	3%
Other	60,700	900	400	2,500	64,600	36,000	2,800	6%
Region of origin								
Atlantic Canada	96,600	3,200	1,000	500	**101,400**	58,700	1,000	5%
Other Canada	98,400	900	2,600	2,600	**104,600**	68,000	8,300	6%
International	73,000	300	3,400	2,100	**78,900**	53,100	2,800	7%
Overall	**268,100**	**4,500**	**7,000**	**5,200**	**284,800**	**179,900**	**12,200**	**6%**